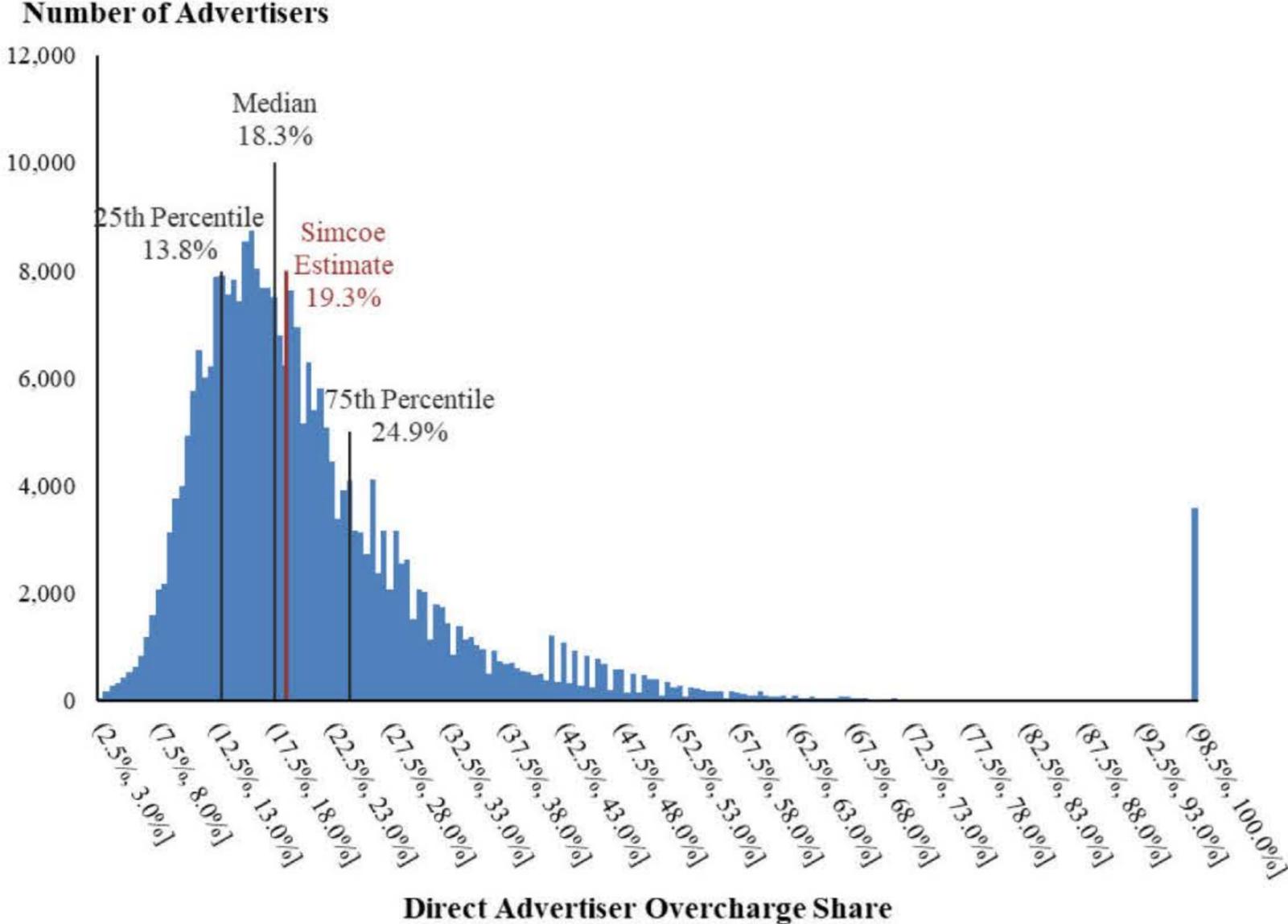


Figure 30. Advertiser Overcharge Share, Associated with 6.18% Price Increase



Notes & Sources: From 2023 GAM Log-Level Sample. See Exhibit 41.